



Public Engagement Report

August 2018

I. Community Meeting #2 - Cudahy - 8.22.18

Meeting Summary & Findings

The second community meeting for the Los Angeles River Master Plan Update (LARMP) was held on August 22, 2018 in Cudahy. One hundred and twenty six community members signed in, with an estimated 150 in attendance overall.

Attendees were primarily residents of the communities in Southeast LA County.

Attendance was generationally diverse, with Generation Xers and Millennials having the highest representation while fifty five percent of respondents were born and raised in LA County. When asked to prioritize



issues related to the river, ‘protecting plant and animal species’ and ‘addressing homelessness’ were at the top. Nearly sixty percent of respondents have walked and almost forty percent have biked along the river in the last twelve months. However almost fifty percent have not visited the river due to safety concerns. The responses also indicated that individuals would not travel longer than 22 minutes by foot and not more than 25 minutes by any other form of motorized transportation.



Purpose

The goal of the second LARMP community meeting was similar to the first held one month prior. It is to present an outline of the master plan schedule and process and gain an understanding of community members’ high level priorities. Our overall aim is to 1) objectively inform and engage the public on the Los Angeles River, and 2) to create a two-way communication opportunity that ensures community concerns and aspirations are recognized and



included in the Los Angeles River Master Plan Update. Further, the overarching aim is to create and maintain a dynamic communication loop between the community, the planners, and the steering committee over the two year planning period.



Outreach Tactics - Turnout

An array of tactics were deployed to help ensure robust attendance and boost RSVPs for the event. Thousands of flyers were delivered by hand to the neighboring communities surrounding the event location. Both elected officials and community organizations notified their constituents through email and social media. A multi-week targeted digital ad campaign significantly added to the meeting's awareness and attendance. Personal one-on-one outreach was made to community leaders and organizations, public officials, and key stakeholders.



Meeting Format

The meeting began with a welcome from Elizabeth Alcantar, a field representative with the Coalition for Humane Immigrant Rights (CHIRLA) who served as the meeting's emcee. Keith Lilly, Acting Deputy Director with LA County Flood Control District, Antonio Chapa representing Supervisor Hilda Solis and Cudahy Councilmembers Sanchez and Gonzalez also provided welcoming remarks.

The plan update consultant team provided a 15 minute presentation covering the topics of the plan's draft goals and priorities and the schedule of development.



The open house format included 14 stations that were used to provide an ideal environment for one-on-one discussion, direct dialogue with experts, and empowerment of participants to prioritize their own engagement experience. This also allowed for direct and unfiltered input from the public to the planning team. Each station featured a large poster with one survey question and space for community member to mark the responses. The questions



from the meeting stations were also represented in the digital survey to sync all the responses accordingly. Members from the consultant team consisting of Geosyntec, OLIN and River LA were present to answer questions and actively engage with community members.

Incorporating Data

Community members were asked to prioritize which issues are most important to them and provide their preference for uses of the river, including flood control, recreation, public health, habitat and ecology, affordable housing and homelessness. The community data received at the community meeting will be incorporated directly into the planning process and become a part of the plan's priorities. The Department of Public Works and members of the steering committee participated in the community meeting as well to learn first hand community insights.

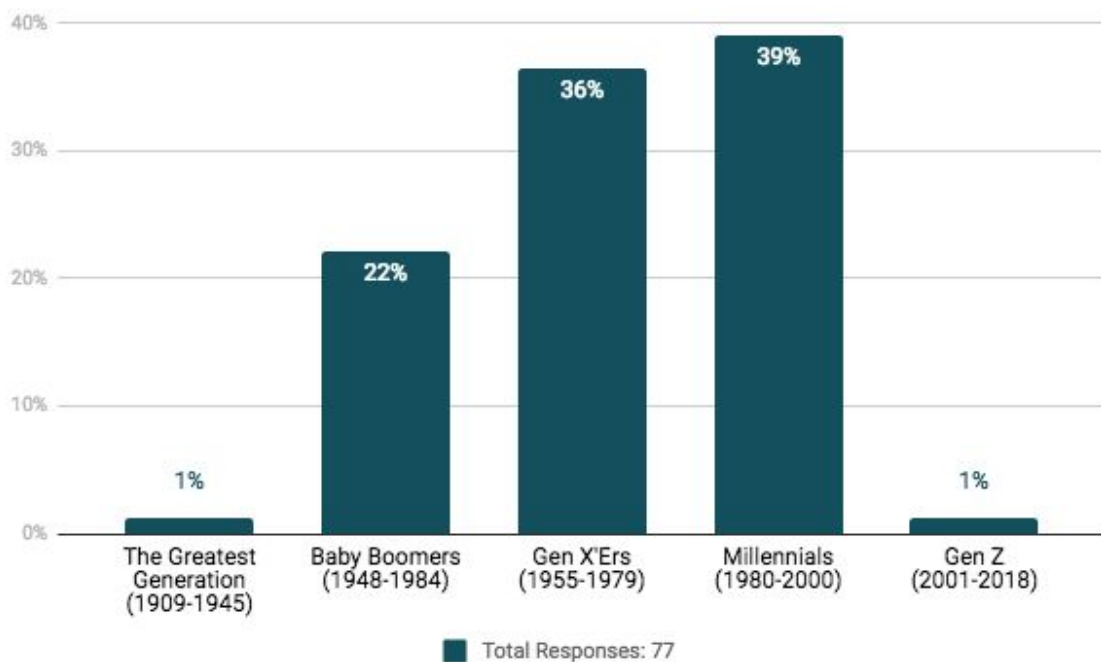


Appendix I

Findings from the 14 Stations at the LARMP Community Meeting

Demography

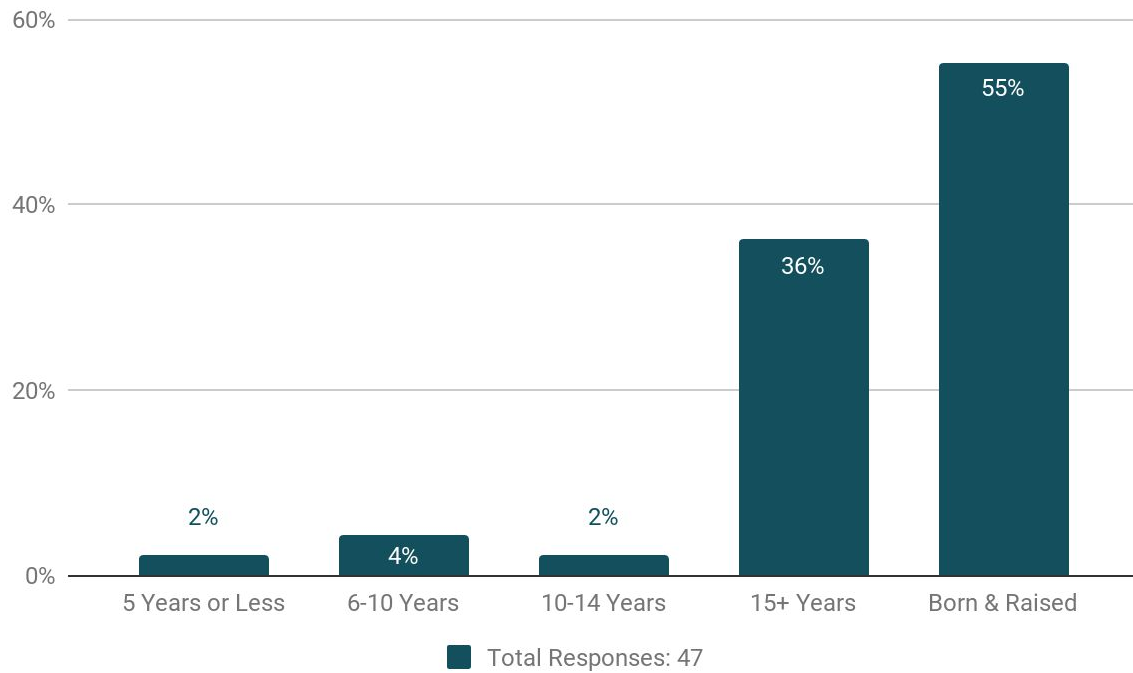
1. What Generation Do You Belong To?



The Greatest Generation (1909-1945)	1%
Baby Boomers (1948-1984)	22%
Gen X'ers (1955-1979)	36%
Millennials (1980-2000)	39%
Gen Z (2001-2018)	1%
Total Responses	77



2. How Long Have You Lived in LA County?



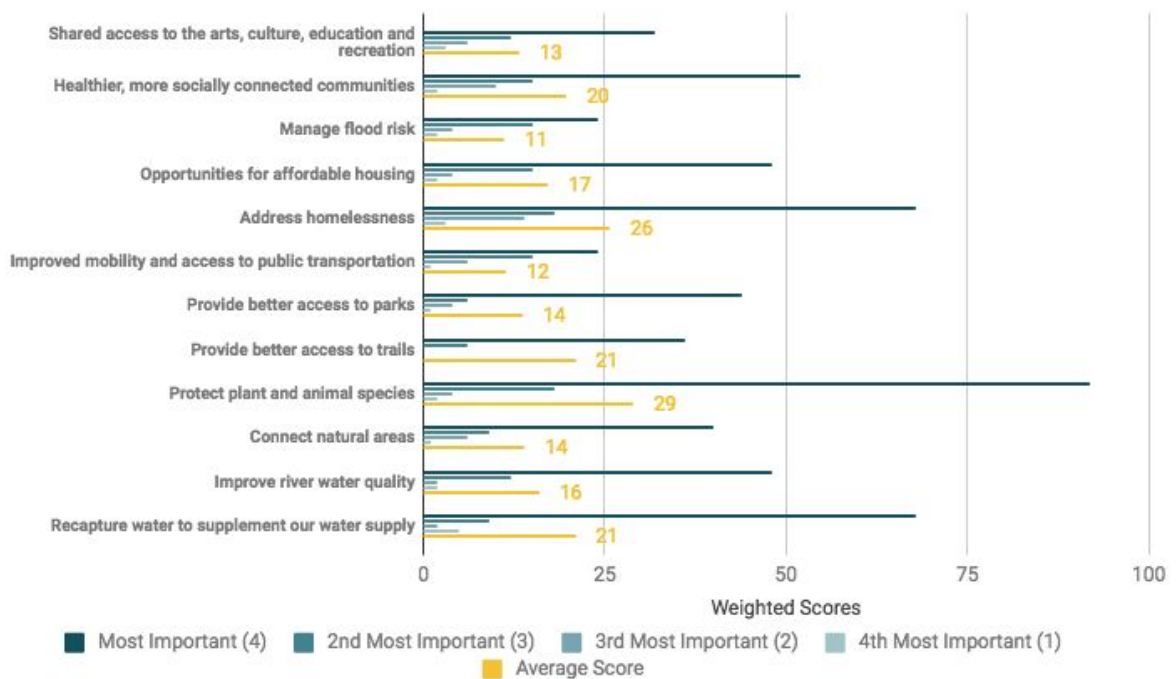
5 Years or Less	2%	1
6-10 Years	4%	2
10-14 Years	2%	1
15+ Years	36%	17
Born & Raised!	55%	26
		47



Overview of the River

3. Which 4 Issues Are Most Important To You?

Total Responses = 249



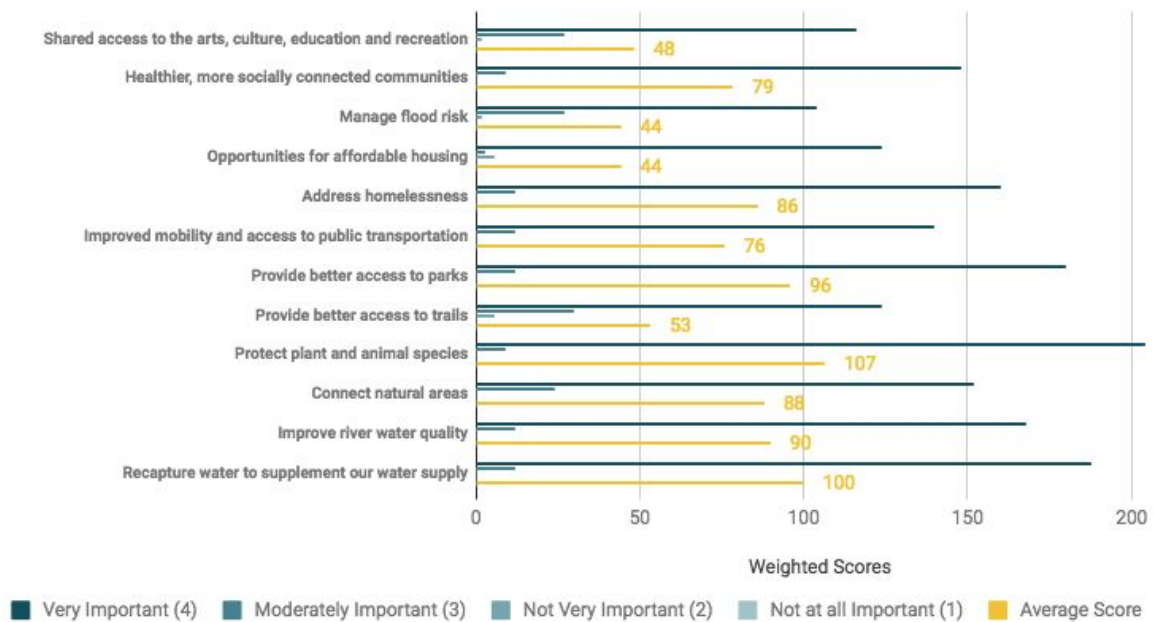


	Most Important (4)	2nd Most Important (3)	3rd Most Important (2)	4th Most Important (1)	Average Score
Shared access to the arts, culture, education and recreation	32	12	6	3	13
Healthier, more socially connected communities	52	15	10	2	20
Manage flood risk	24	15	4	2	11
Opportunities for affordable housing	48	15	4	2	17
Address homelessness	68	18	14	3	26
Improved mobility and access to public transportation	24	15	6	1	12
Provide better access to parks	44	6	4	1	14
Provide better access to trails	36	6	0	0	21
Protect plant and animal species	92	18	4	2	29
Connect natural areas	40	9	6	1	14
Improve river water quality	48	12	2	2	16
Recapture water to supplement our water supply	68	9	2	5	21



4. How important are the following for residents of LA County?

Total Responses = 523



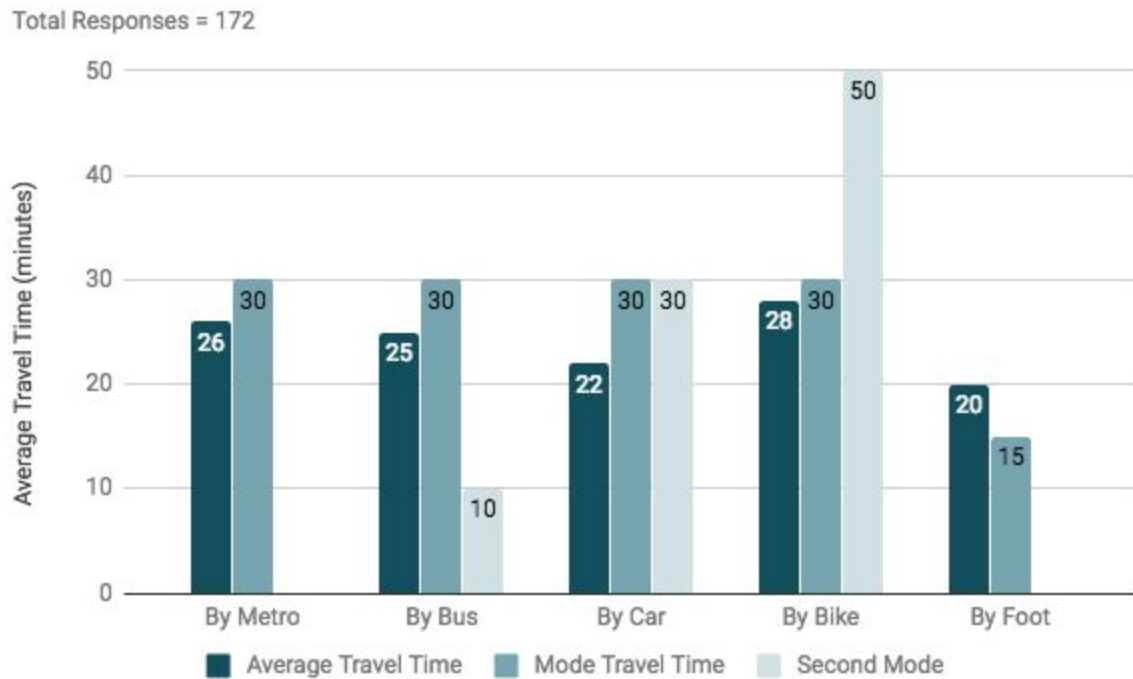


	Very Important (4)	Moderately Important (3)	Not Very Important (2)	Not at all Important (1)	Average Score
Shared access to the arts, culture, education and recreation	116	27	2	0	48
Healthier, more socially connected communities	148	9	0	0	79
Manage flood risk	104	27	2	0	44
Opportunities for affordable housing	124	3	6	0	44
Address homelessness	160	12	0	0	86
Improved mobility and access to public transportation	140	12	0	0	76
Provide better access to parks	180	12	0	0	96
Provide better access to trails	124	30	6	0	53
Protect plant and animal species	204	9	0	0	107
Connect natural areas	152	24	0	0	88
Improve river water quality	168	12	0	0	90
Recapture water to supplement our water supply	188	12	0	0	100



People – River Access & Health

5. What is the longest you would travel to the LA River?



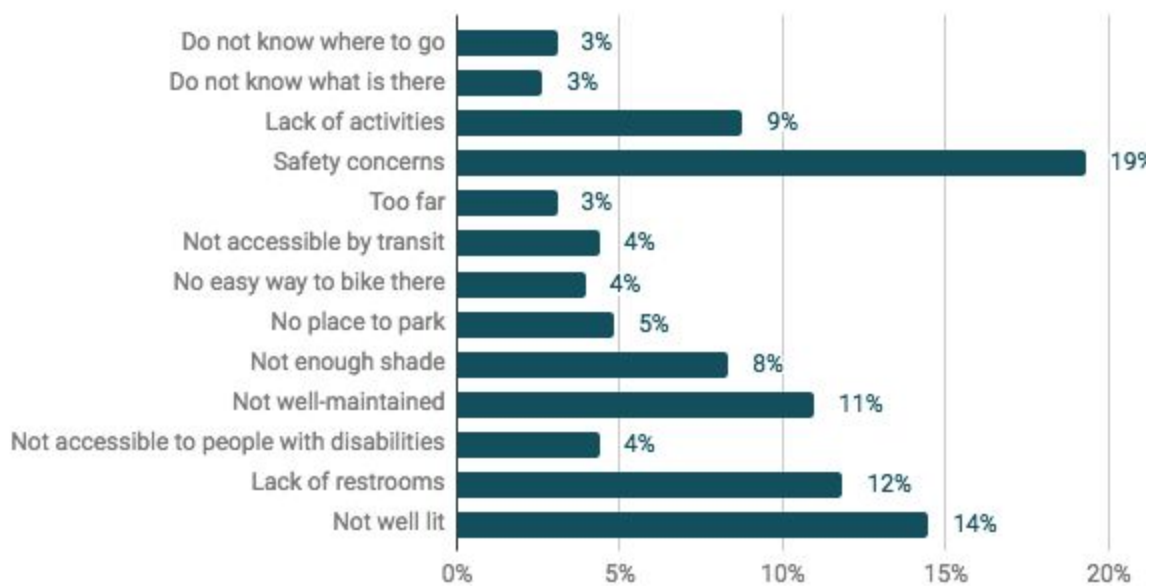


	By Metro	By Bus	By Car	By Bike	By Foot
5 minutes	1	0	1	3	9
10 minutes	3	5	7	3	4
15 minutes	5	3	7	7	10
20 minutes	5	5	6	4	6
25 minutes	0	1	2	2	3
30 minutes	9	5	8	9	6
35 minutes	3	0	1	1	2
40 minutes	1	0	0	1	0
45 minutes	2	1	0	1	1
50 minutes	1	3	3	9	3
Mode Travel Time	30	10, 30	30, 30	30, 50	15
Average Travel Time	26	25	22	28	20
Total Responses	172				



6. What keeps you and members of your household from visiting the LA River?

Total Responses = 228





Do not know where to go	3%
Do not know what is there	3%
Lack of activities	9%
Safety concerns	19%
Too far	3%
Not accessible by transit	4%
No easy way to bike there	4%
No place to park	5%
Not enough shade	8%
Not well-maintained	11%
Not accessible to people with disabilities	4%
Lack of restrooms	12%
Not well lit	14%
Total Responses	228

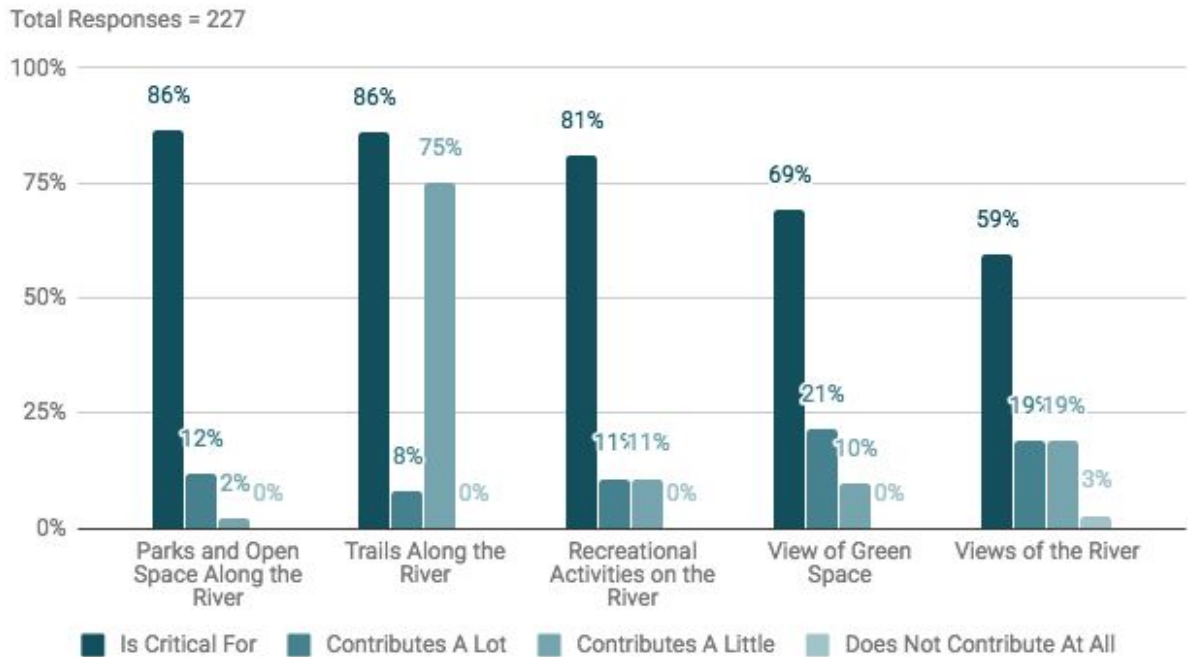


"Other" Responses

Other	Total Responses=17
Amenities	2
Bike Rentals	1
SELA	1
Stops along the way	1
more youth focus activities	1
Have MTA style bike rental	1
securing access points to the river	2
metro bike share	1
more LA River workshops locally	1
air pollution and air quality (710 Freeway and industrial sites)	2
trees and bushes between the freeway to capture particulates, smog. Filters would be nice too.	1
Not enough equestrian access	1
it's not welcoming or pleasant	2



7. How much do you think the following contribute to a healthy lifestyle?



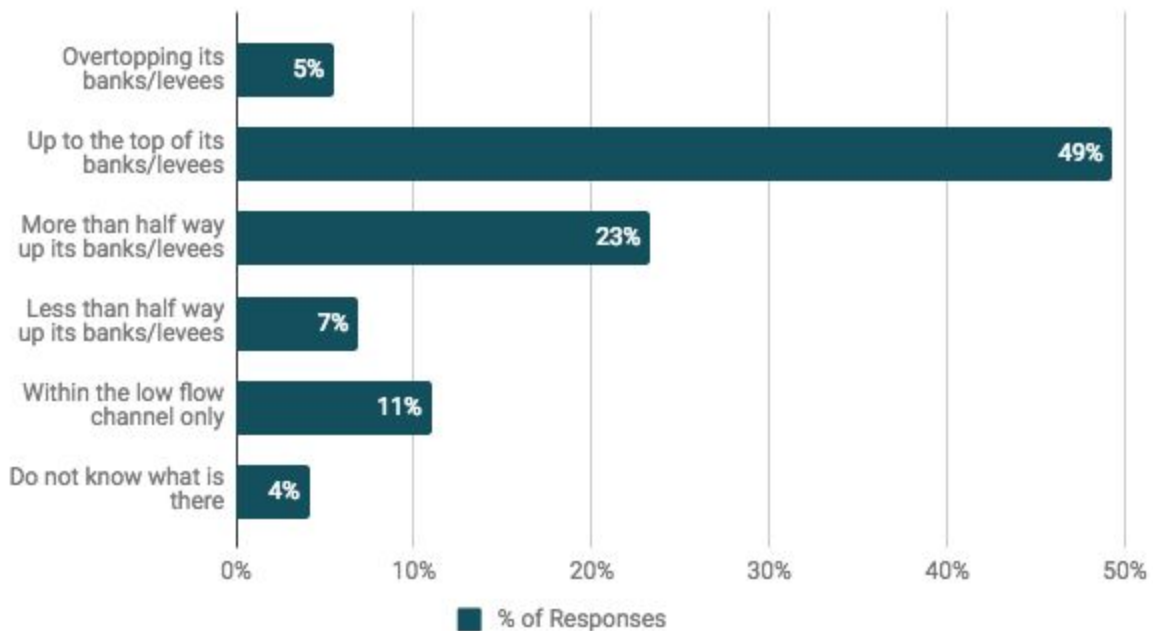
	Is Critical For	Contributes A Lot	Contributes A Little	Does Not Contribute At All	Responses
Parks and Open Space Along the River	86%	12%	2%	0%	51
Trails Along the River	86%	8%	75%	0%	50
Recreational Activities on the River	81%	11%	11%	0%	47
View of Green Space	69%	21%	10%	0%	42
Views of the River	59%	19%	19%	3%	37
					227



Water

8. What is the highest you have seen the water level in the river?

Total Responses = 73

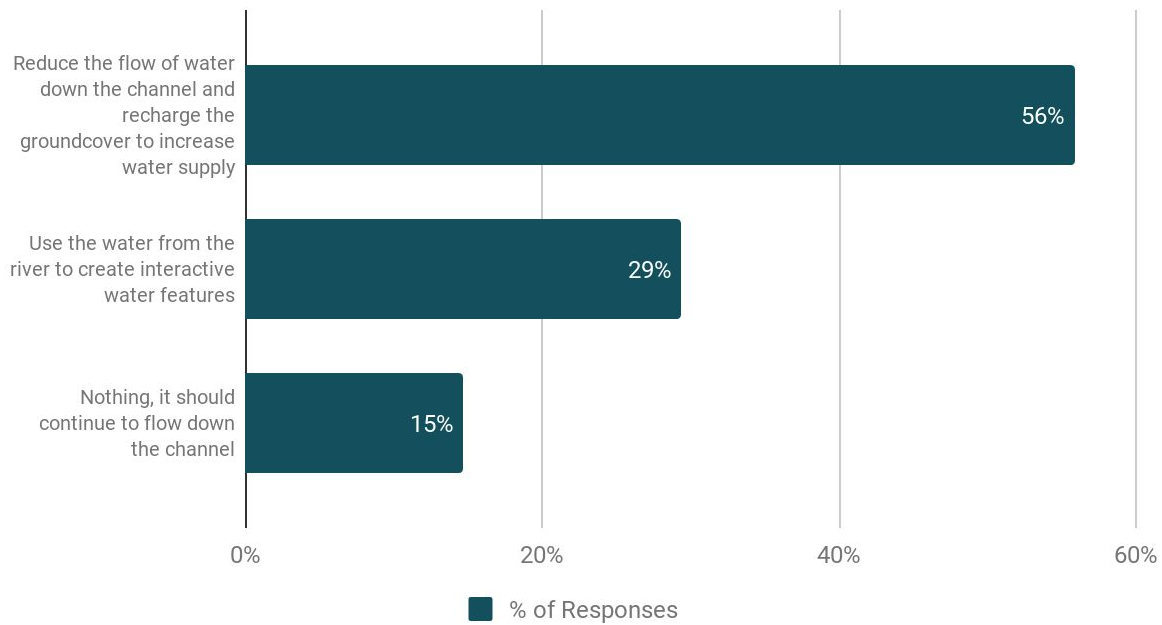


Overtopping its banks/levees	5%
Up to the top of its banks/levees	49%
More than half way up its banks/levees	23%
Less than half way up its banks/levees	7%
Within the low flow channel only	11%
Do not know what is there	4%
Total Responses	73



9. What would you do with the low flow water in the river?

Total Responses = 68



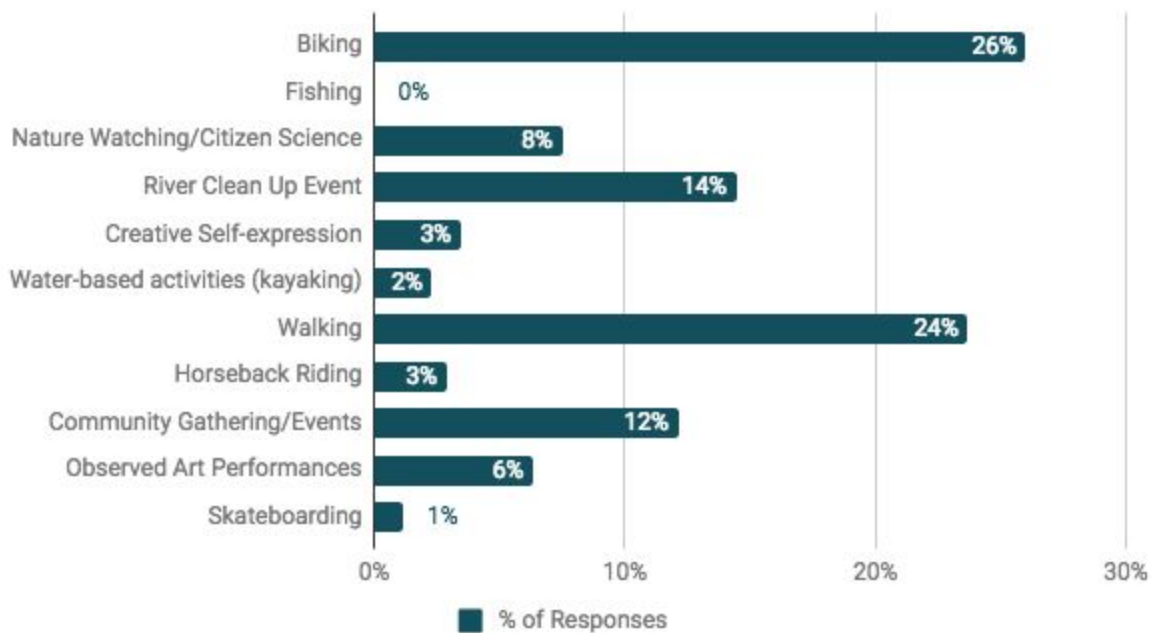
Reduce the flow of water down the channel and recharge the groundcover to increase water supply	56%
Use the water from the river to create interactive water features	29%
Nothing, it should continue to flow down the channel	15%
Total Responses	68



Environment and Open Space

10. In which of the following activities along the LA River have you [or a member of your household] participated within the last 12 months?

Total Responses = 173





Biking	26%
Fishing	0
Nature Watching/Citizen Science	8%
River Clean Up Event	14%
Creative Self-expression	3%
Water-based activities (kayaking)	2%
Walking	24%
Horseback Riding	3%
Community Gathering/Events	12%
Observed Art Performances	6%
Skateboarding	1%
Total Responses	173

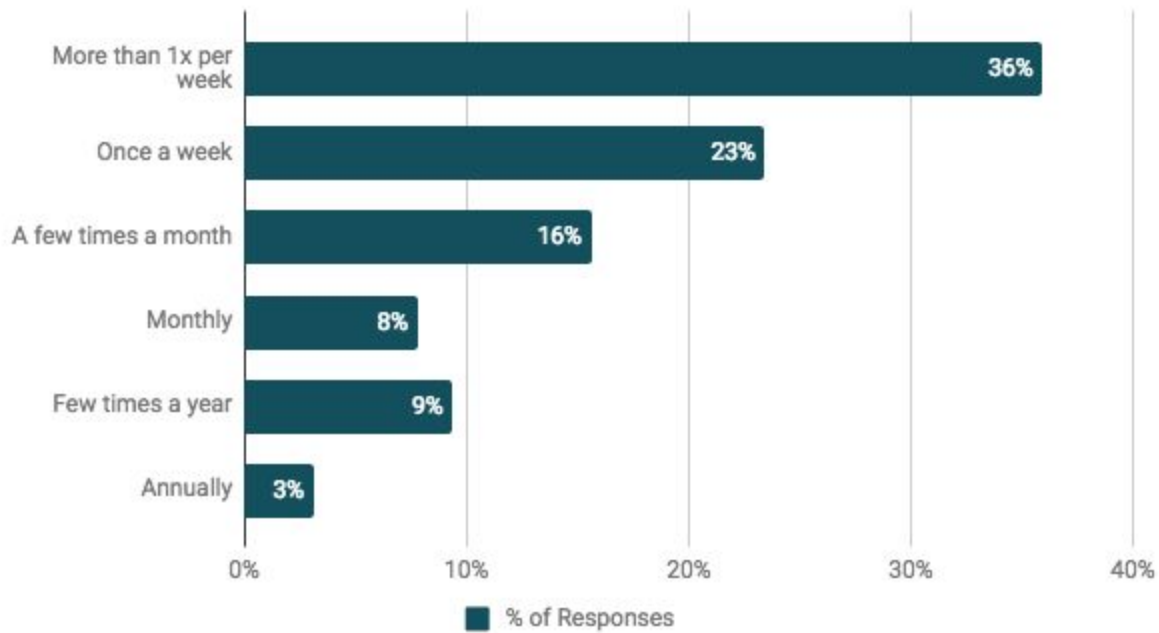
"Other" Responses

None



11. How frequently do you spend time in nature?

Total Responses = 64

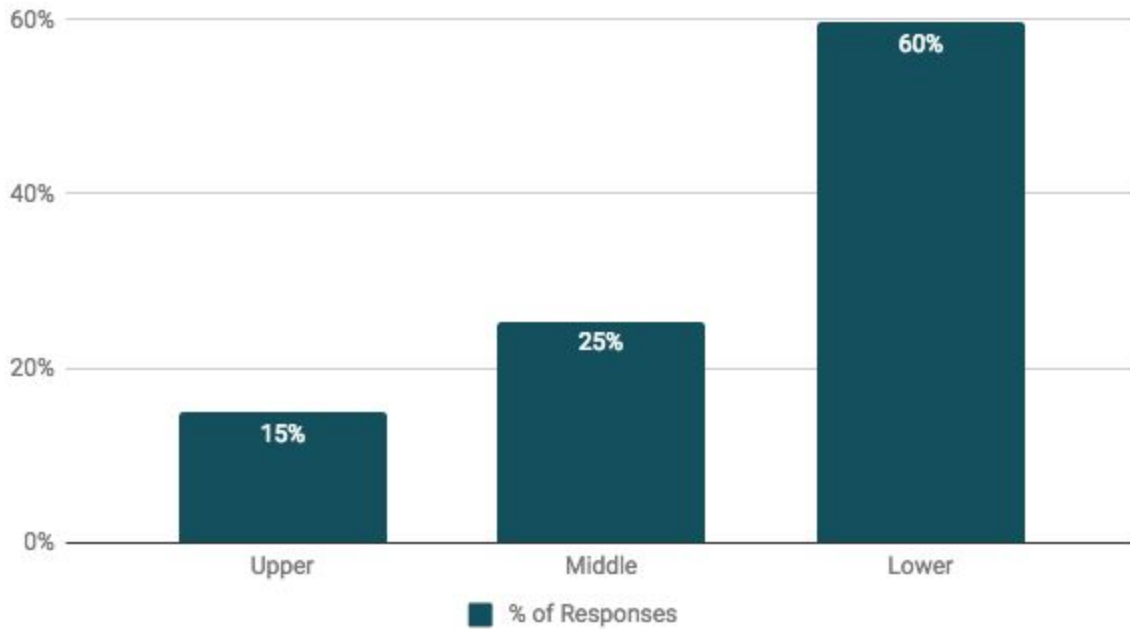


More than 1x per week	36%
Once a week	23%
A few times a month	16%
Monthly	8%
Few times a year	9%
Annually	3%
I do not	5%
Total Responses	64



12. Where have you observed animals along the LA River?

Total Responses = 67



Upper	15%
Middle	25%
Lower	60%
Total Responses	67



Map of where animals were observed along the LA River





Final Thoughts

13. What 3 words would you use to describe the LA River?

My back yard	scary	activities
fun	dry	peligroso
tough	empty	ignored
present	under	empty
relaxing	utilized	unpleasant
risky	opportunity	dim
helpful	hope	greenspace
opportunity	life	potential
return	dirty	longevity
water	empty	underutilized
underground	sad	dirty
capture	concrete	dangerous
rain	water pollution	opportunity
repurpose	air pollution	opportunity
wasted	peaceful	neglected
resource	lonely	unfriendly
graffiti	dull	freedom
concerns	seguridad	challenge
police	limpieza	potential
sheriff	iluminado	community
patrol	dirty	connectivity
dry	dangerous	opportunity
sad	underutilized	depressing
beauty	refuge	non-existent
potential	underutilized	neglected
connections	useful	potential
home	connectivity	fun



needs	sad	biking
more	beautiful	parks
improvement	dry	nature
opportunity	dirty	wildlife
seco	sucio	dim
sucio	dirty	wasteful
peligroso	not safe	precious
dry	sad	fun
dirty	room for improvement	friendly
information	city community	



14. What We Missed

I am afraid of money being wasted on fixing the LA River if the social issues affecting it will not be addressed. Currently the city of LA and other cities in LA County have a homelessness emergency. Fixing the LA River could be an opportunity to help the homeless with housing and job opportunity to do maintenance along the river. Maybe this way we can both beautify the river and help the homeless find opportunities in life. Maybe tiny houses on the sides of the river near the exits. The river also needs to be sustainable. If we invest in it we much maintain it clean and safe. Currently on the south side, many people do drugs or live around the bridges of the LA River. Many times it's not safe to bring the kids on a bike ride. Please think smart and include sustainability mechanisms. Maybe nearby indoor pools, hire local residents, charge a fee, and that revenue can help pay for the pool and services. This way we create jobs, recreation and community pride. It makes not sense to fix something if it cannot be sustained. Think of ways were the maintenance is self sustainable.

Station 6 - Public health completely misses health issues that impact lower river communities due to the 710

More permeable paths on the river of nature vegetation

Enhanced infrastructure financing districts will not preserve the existing residents affordable housing or rent control -- oppose!

Air filters and a lot of trees

need local native tribe representation and engagement -- recognize these meetings are on Tongva Land

Native Tongva Voices -- tribe council participation

Pop up bike stations to get quick fixes

Water storage much take river direct to underground

Interpretive self guided tour all along the river that focuses on LA history, ecology and watershed information

Organize an annual race (5k-20k) along stretch of the river to bring attention to it.

Work to get the entire river declared a historic park

Addressing potential pollution impacts on SELA community recreating along the river and the 710 freeway

how homeless population will benefit/be helped.

When is this supposed to be done?

How will you prevent gentrification?

Mitigating industrial and freeway pollution that impacts SELA LLAR communities

Urban Farming

Public safety infrastructure

Bio remediation

Mucia seguridad



The tributaries
Environmental comeback of the trees
public bathrooms and lighting
safe access points to the river
continue to involve community designers
Murals by Tetris
People living around the river a bitten by a lot of insects
In City of Bell we have many mosquitos
It appears you're looking for activities to be held in a dry flood control channel, as opposed to actual new activities such as the kayaking I've heard about
Amenities - bike rentals - Metro
Safety does not automatically mean more policing
Natural areas for wildlife only observation areas
Old people
Homeless transitional living
Who will maintain the area?
Homeless and residents
Safety
Integrate homeless folks, don't just push them out under guise of "clean up"
Consider solar lights for safety
how will the homeless encampments be addressed



Comment Cards: How did we do?

Star Rating (1-5)	How did you hear about us?	Comment
5	Email	Somewhere with more parking
5	Email	More parking
5	Email	Keeping doing a great job!
5	Email	Excellent process-very community friendly
5	Email	More parking. Talk about EIFD's and housing.
5	Email	
5	Email	
5	Email	
5	Email	
5	Email	
5	Email	
5	Email	
5	Employer	Great job
5	Employer	
5	Employer	
5	Facebook	Location with more parking
5	Facebook	
5	Friend	involved community and encouraged conversation
5	Friend	
5	Friend	
5	Friend	
5	Friend	
5	Flyer	Great stations!
5	Partner organizations	Great idea for collecting feedback
5	Partner Organizations	Keep up good work!
5	Partner Organizations	
5	Partner organizations	
5	Partner Organizations	



5	Friend & Partner Organizations	
5	Friend & Partner Organizations	
5	Email & Facebook	
5	Employer & Partner Organizations	Nature poster - what is the definition of nature? Captions on pictures.
5	Facebook & Partner Organizations	
5	Friend, Tree People	I'm excited about the project.
5	Other - just knowing about things	Need to know how the plan will address protecting homeless
5		
4	email	more conversation as a whole
4	Email	Music
4	Email	Include tribal council in facilitation and conservation. And pollution impacts along the freeway.
4	Email	Open mic for Residents to voice concerns.
4	Email	Involve city committee for scheduling activities in river
4	Facebook	More lectures
4	Facebook	Maybe a bit more detail in the presentation. Thanks!
4	Flyer	Near Downtown
4	Partner Organizations	Enjoyed interacting with others
3	Facebook & Friend	Make it more specific to local concerns/issues in the particular community.
3	Email	Childwatch, and more door-knocking/direct engagement with surrounding community
3	email	
3	Partner organizations	Provide butcher paper at each station so people can continuously provide
3	Friend, Employer, Partner Organizations, Other- called office	More details about master plan
3	Friend & Partner	Having an open dialogue & public comment is important for



	Organizations	community members to share and hear ideas concerns
2	Email	Less showcasing of local politicians
	Email	I'm looking forward to hearing more about the plans as they develop
	Email	More details about what ideas there are for the master plan so far.
	Email	Nothing - well organized!
	Facebook	Idea sharing
	Facebook	Very good outstanding
	Employer & Facebook	
	Partner Organizations	
		Public comment that's (blank)



Attendees by zip code

Zip Code	# of Attendees	Zip Code	# of Attendees
61801	1	90275	1
90001	1	90280	13
90003	2	90290	1
90011	1	90291	1
90012	5	90405	1
90017	2	90555	1
90018	1	90602	1
90022	1	90603	1
90023	1	90723	4
90029	1	90804	2
90031	2	90807	1
90032	1	90810	2
90033	1	90813	1
90037	1	90814	1
90039	3	91001	1
90040	2	91016	1
90041	1	91104	1
90042	1	91214	1
90065	1	91604	1
90201	19	91702	1
90240	1	91770	1
90242	2	92648	1
90250	1	95610	1
90255	5	95765	1
90262	3	97214	1
90270	2	97223	1